

Tourism Development positions Seminole County as "Florida's Natural Choice" and continues to successfully promote the County primarily to the drive market and secondarily to the domestic United States. Research indicates that Seminole County hosted 1.6 million overnight visitors in 2003. The economic impact from those overnight visitors was \$318 million. The tax revenue from visitors was \$5 million through gasoline, lodging and sales taxes, with an additional \$1 million for County schools. Six thousand Seminole County residents are employed in Tourism. Early indicators show an increase in visitors and revenue in all areas for 2004.

Through advertising and promotion, the area is portrayed as a unique experience for visitors. The County's many natural and historical attractions are communicated to potential visitors as a great place to visit as part of a Central Florida vacation. Research indicates that every dollar of tourism advertising results in \$81 in visitor spending.

The County's hotels primarily cater to the corporate traveler during the week. Weekends and holiday periods are less active, although sporting events play a major role in increasing weekend and holiday travel. This department is increasing its efforts in the corporate traveler and small to medium meetings market. This emphasis will include bringing meeting planners in for familiarization tours. Tourism marketing efforts will also be targeted to the leisure and sports traveler to increase visitation during the weekends, as well as the slower periods of the year.

One way that Tourism Development will strengthen the awareness of Seminole County's appeal worldwide is to target the feeder cities for airlines arriving into the Orlando Sanford International Airport. The

Tourism Development Department will also keep a pulse on the UK market through travelers into OSIA.

Another important promotional effort is inviting journalists to Seminole County. During FY 2003/04, Seminole County was featured in print space valued at more than \$600,000 in national and international newspapers, magazines, television, and radio editorial promotions. This is a result of our intensified media relations efforts. We will continue to bring journalists to the County for a series of "Camp Seminole" activities so that they can experience first-hand the natural and historic attractions their readers can experience in Seminole County.

Our success as a sports destination continues to expand. Our exceptional facilities at the Seminole County Sports Training Center at Sylvan Lake Park, Sanford Memorial Stadium, and the Seminole County Softball Complex are only a few of the sports facilities that have gained both national and international awareness. Seminole County is currently seeking higher use of all the facilities in the County for tournaments and training.

Through our partnership with the Central Florida Sports Commission and Altamonte Sports, and a larger push out of the Tourism Development Department, Seminole County is soliciting state, regional and national sports associations and governing bodies. Regional and Seminole County specific events will be promoted in sports such as soccer, lacrosse, field hockey, fishing, rugby, softball, baseball, swimming, and water polo.

We will also continue to promote golf and tennis for team training, leisure weekends and golf vacations through special promotions.